(10)

R. J. REYNOLDS CIGARETTE PROGRAM

OPTION #1 Sunoco

Enhanced Preferred Presence - Monthly Payment $200/Month Paid Quarterly

1. R. J. Reynolds Overhead Merchandiser
2. R. J. Reynolds Promotional Item Floor Display
3. R. J. Reynolds Permanent Counter Display (next to Cash Register #1)
4. R. J. Reynolds Extra Value Display - Magna/Sterling Front Counter or Back Wall
5. R. J. Reynolds Doral Counter Display - (Front Counter or Back Wall)

OPTION #2

Total Category Management - $300/Month Paid Quarterly

1. R. J. Reynolds Overhead Merchandiser
2. R. J. Reynolds Promotional Item Floor Display
3. R. J. Reynolds Permanent Counter Display (next to Cash Register #1)
4. R. J. Reynolds Doral Counter display - Must be on Front Counter - Self Service - Place on Opposite End of Transaction Area
5. R. J. Reynolds Extra Value Display - Magna/Sterling Front Counter or Back Wall.
6. R. J. Reynolds Monarch Display - Back Wall or Front Counter

OPTION #3

Total Category Management - Monthly payment $340/Month Paid Quarterly

1. R. J. Reynolds Overhead Merchandiser
2. R. J. Reynolds Promotional Item Floor Display
3. R. J. Reynolds Permanent Counter Display (next to Cash Register #1)
4. R. J. Reynolds Doral Counter Display - On Front Counter - Self Service - Place on Opposite End of Transaction Area
5. R. J. Reynolds Extra Value Display - Magna/Sterling Front Counter or Back Wall
6. R. J. Reynolds Monarch Display - Back Wall or Front Counter
7. R. J. Reynolds Doral Floor Display - Holds Approximately 60 - 80 Cartons of Doral Brand - Self Service on Floor.

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Source: https://www.industrydocuments.ucsf.edu/docs/qsdy0000

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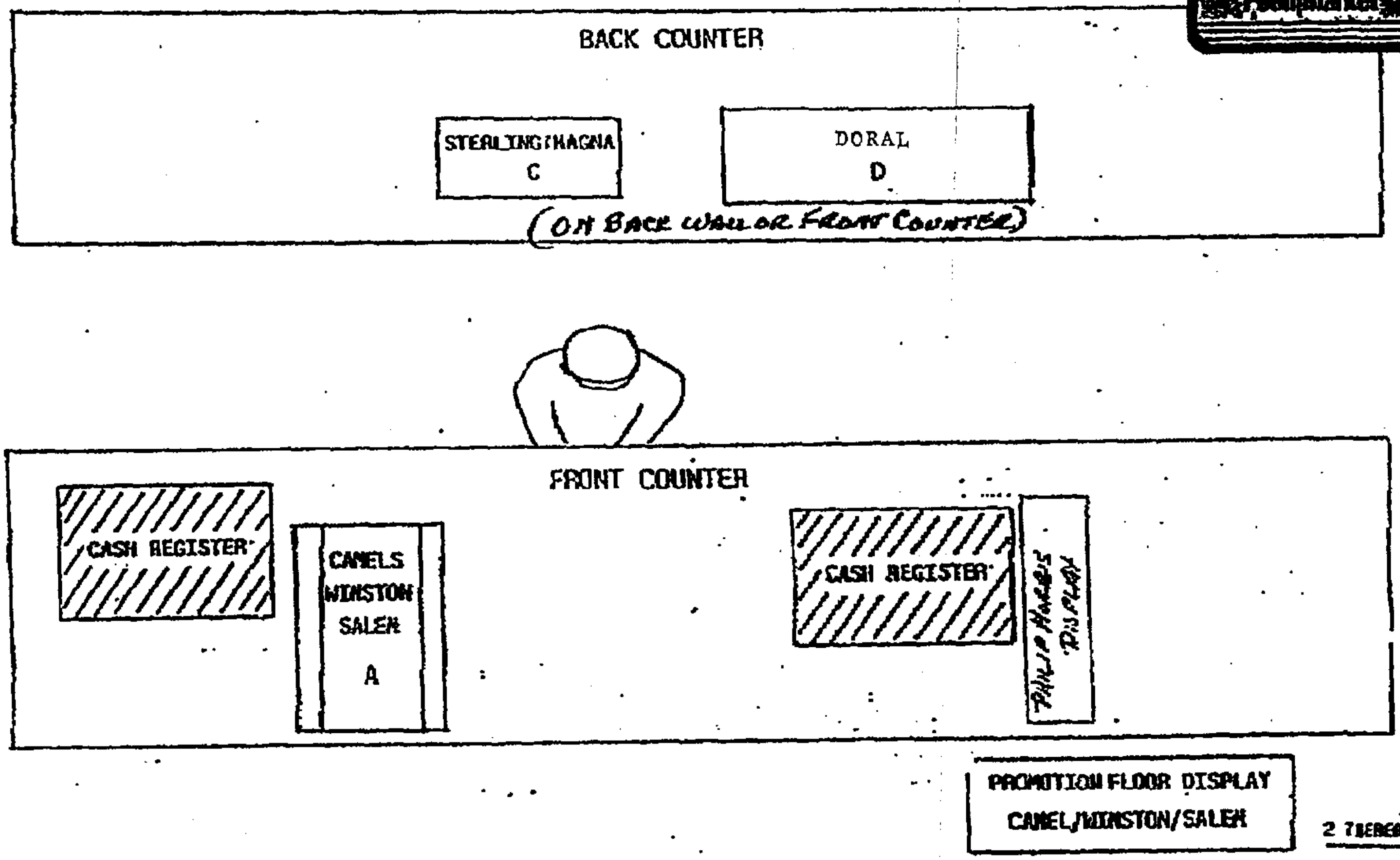
OPTION #1

NEW CIGARETTE PLANAGRAM



2 TIERED COUNTER DI...

A - CAMELS, WINSTON,

B - DORAL

C - STERLING MAGNA

D - MONARCH

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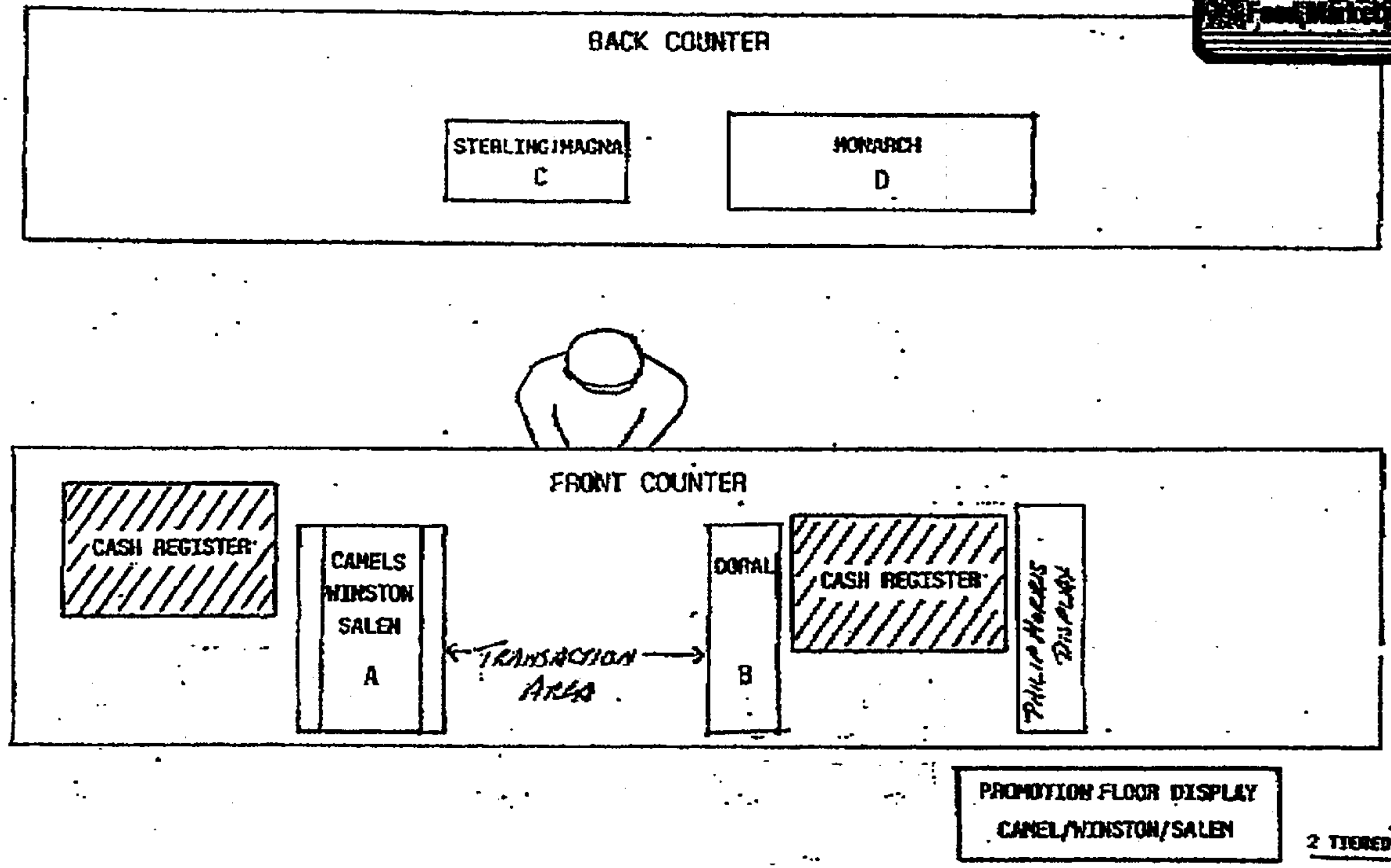
OPTION #2

NEW CIGARETTE PLANAGRAM



2 TIERED COUNTER DISPL

A - CAMELS, WINSTON, SA
B - DORAL
C - STERLING MAGNA
D - MONARCH

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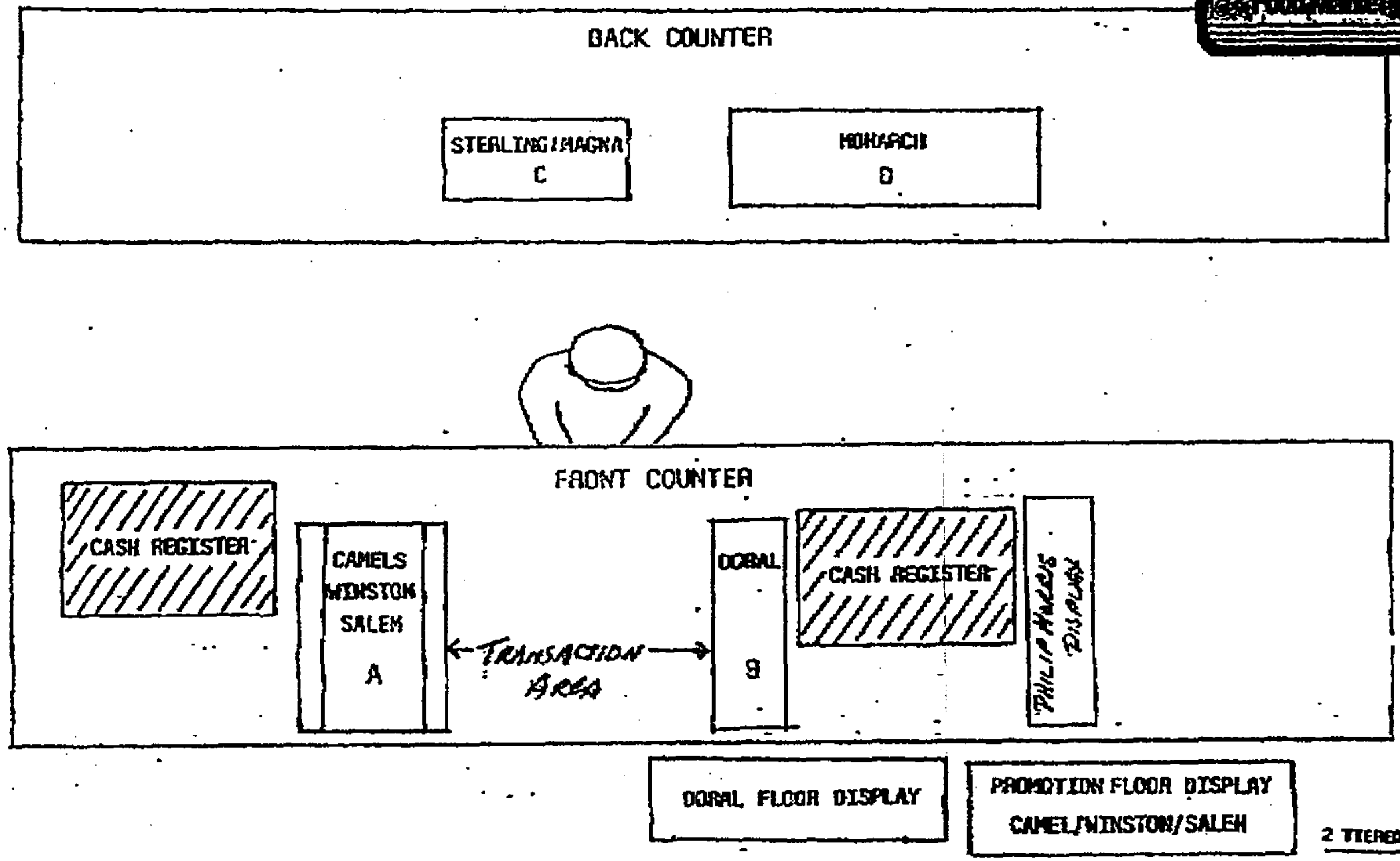
OPTION #3

NEW CIGARETTE PLANAGRAM



2 TIERED COUNTER DISP

A - CAMELS, WINSTON, S
B - DORAL
C - STERLING MAGNA
D - MONARCH

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Source: https://www.industrydocuments.ucsf.edu/docs/qsdy0000